



## JOB DESCRIPTION

State Form 52468 (12-05)

This document is used to provide a basic description of essential duties and other work elements.

|   |                          |                         |
|---|--------------------------|-------------------------|
| <b>Employee Name:</b>   |                          |                         |
| <b>Agency:</b> White River State Park   |                          | <b>BU:</b>              |
| <b>Division:</b>  | <b>Section/District:</b> |                         |
| <b>Job Title:</b> WRSP Marketing & Outreach Intern  |                          | <b>Job Code:</b>        |
| <b>Working Title (if different from above):</b>   |                          |                         |
| <b>Reports To:</b>  |                          |                         |
| <b>FLSA Status:</b> <input type="checkbox"/> Non-Exempt (OT Eligible) <input type="checkbox"/> Exempt |                          | <b>Effective Date :</b> |

### Purpose of Position/Summary:

#### Essential Duties/Responsibilities:

Work closely with the Park's staff and other key stakeholders to develop and perform visitor enhancement and community outreach initiatives that achieve effective objectives. Represent White River State Park through internal and external marketing, public relations, and community outreach channels (especially holiday/seasonal festivals, fairs, concerts, sporting events, community gatherings, etc.). Provide knowledgeable leadership skills to drive overall Park awareness, increase multiple public visitation opportunities for the public, and track the effectiveness of outreach initiatives.

Assist the Park's staff with the marketing and selling of White River State Park Passes to area businesses, community organizations, and other TBD partners throughout Marion and the surrounding Central Indiana counties.

Research and assist with creating media pitches and press releases, establish strong relationships with media and clients, follow industry trends and developments, attend press tours and trade shows (exceeding visitor expectations by generating quality and consistent awareness and follow-up lead programs).

Coordinate meetings and research for current and future Park Programming "events" and collaborations with the Park's staff and initiatives (Ex. FREE Family Arts Series assistance). Facilitate strategy sessions, brainstorming events, and coordinate between internal staff and external partners and vendors.

Awareness and implementation of social networking and other TBD technological advancements to raise awareness of the Park and its many events and opportunities through virtual domains and portals. Conduct research, manage questionnaires, and evaluate the effectiveness of marketing and outreach initiatives.

#### Job Requirements:

To be considered for this position, you must currently be enrolled in an accredited college or university and have completed a minimum of three (3) full years of college level education.

To be considered for this position, you must submit a writing sample. Priority is given to students who include a writing sample with their initial application through IN SPD's job bank website portal ([https://hr.gmis.in.gov/psp/guest/EMPLOYEE/HRMS/c/HRS\\_HRAM.HRS\\_CE.GBL](https://hr.gmis.in.gov/psp/guest/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_CE.GBL) via <http://www.in.gov/spd/2335.htm>). Please note, in order to attach a writing sample to your account, you must first complete your profile then return to the applicant home page and click on "additional documents".

Additional minimum qualifications include a pursuit of a Bachelors degree (or other advanced degree) in Communications, Journalism, English, Marketing, Business, Finance, Economics, Public Policy, Event Management, Informatics, and/or Computer Technologies.

Also, students must have excellent written communication skills, computer skills (Microsoft Word/Excel/Power Point/Access, Design, and Internet Applications), and public speaking experience. A sense of urgency and the ability to achieve accuracy with sound judgment are desired.

Students must reveal a minimum of two (2) years of marketing and communications experience (college courses are suitable for a partial fulfillment), a minimum of four (4) years of teamwork responsibilities, and a minimum of two (2) years of documented interactions with the general public (college courses are suitable for a partial fulfillment).

Accurate research, database maintenance, mailings, and document production skills are necessary. Requires the ability to organize and negotiate project schedules. Excel as a member of a team on joint efforts, able to multi-task, work on several projects at once, and work alone if necessary to complete projects and exceed deadlines.

#### **Supervisory Responsibilities/Direct Reports:**

#### **Difficulty of Work:**

Preference is given to students that have at least two (2) years of experience supporting a direct sales channel (personal selling and/or business to business selling), experience working with outside marketing and media agencies, able to discuss in detail their knowledge/skills/abilities related to the above mentioned preferences, provide further documentation of working knowledge of the marketing planning and marketing management processes (especially for cultural and entertainment business sectors), provide further documentation of people and budget management skills, provide further documentation of creativity (including creation and design of internal and external marketing materials), provide further documentation of project management skills to develop and execute multiple projects simultaneously to meet overlapping deadlines, provide further documentation of ability to thrive in chaotic environment with many unknowns and changing objectives, provide further documentation of above average organizational/problem-solving/decision-making skills required, provide further documentation of strong verbal communication and presentation skills essential, provide further documentation of ability to proactively identify issues/develop solutions/implement resolutions, provide further documentation of creative and strategic thinking essential, must have the passion as a self-starter and quick learner, and provide further documentation of ability to work independently (as much this position requires).

#### **Responsibility:**

#### **Personal Work Relationships:**

#### **Physical Effort:**

#### **Working Conditions:**

Moderate to heavy travel outside of the "office" setting is necessary (and required).